IMS Action Guide

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The Interview Guys

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Introduction

Welcome to the Interview Master System Action Guide, and congratulations again for making the smartest choice of your job-seeking life! From this point on you will begin to see how our proven method is going to turn you into the Perfect Candidate, in other words, the only person your hiring manager or interviewer will envision in the position.

Process Map

As part of the package you just purchased, we have included our handy Process Map. Look, it is entirely up to you how you navigate through this course. We know that everyone does things a little differently. But just in case you feel like you are getting off track or don't know what to do next, all you have to do is pull out your trusty Process Map and you'll know what step in the IMS process you're at and what comes next!

Just think of it as the Interview Guys walking just ahead of you, showing you where to go and making it as easy as possible. There aren't any "twists" or "turns" or anything like that (we designed it that way!), but just in case, we'll be there to show you the way.

Tailoring Your Interview

There are millions of people taking job interviews around the world at any given time. Do you know what the vast majority are doing? We'll give you a hint. It's not a good thing.

What most people do when preparing for their interview is NOTHING AT ALL. They just show up, answer the questions honestly, and knock on wood. Guess what? Most of them don't get the job.

The second group of people take it a step further. They search around the bookstore, on the internet, for example of questions that are asked interviews and the corresponding answers to those questions. These people are generally better prepared than the first group of people, but they also share something in common. Most of them don't get the job either!

Why not?

Well, what both of these groups are failing to realize, is that the company doing the interviewing has a very specific type of person in mind, complete with a very desirable set of qualities. But not just any qualities. The qualities they are looking for are SPECIFIC TO THAT COMPANY.

So what happens when you prepare questions and answers that have nothing to do with the company you are interviewing for? What will the company think of you? Well, they'll think you're just like everyone else. Which is why you need to tailor your interview to the company you are interviewing for. This is the entire essence of the Interview Master System.

Everything you do in your preparation for your interview should be done with the company in mind. It's THEIR best interests, not your best interests. Yes, they do want to hear about your experiences, your successes, and your qualifications. But more than anything they want to see if they could envision you as a part of their team, working for the company and fitting in with their culture.

They are looking for a certain type of candidate. They are looking for the Perfect Candidate.

Perfect Candidate (PC)

You are going to hear this a lot throughout the entire System, and that is because it is basically the person you want to be when you walk into your interview.

What is a Perfect Candidate? Well, every company or organization has a certain type of person in mind when it comes to the position they are interviewing for. This person will usually need to have one, two, or even more specific qualities that the organization believes in or puts a lot of emphasis on. When the organization is conducting interviews, they will normally select the

person who best exemplifies the specific qualities they are looking for. This person is their Perfect Candidate.

We like to use a fun little math equation to show what makes up a PC...

$$PC = (A+Q)^m$$

Okay we know what you are thinking...what the heck does all of this mean? Well, it's quite simple actually.

A = Answer

Simply stated, the A in the equation refers to your answer to the question that the interviewer asks you. In a lot of cases, this will be a Success Story from your past, one that clearly demonstrates an example of you succeeding in your past jobs, or any other relevant scenarios.

Q = Qualities

Qualities are what make up the Perfect Candidate. These are generally different types of knowledge, skills or abilities that the company considers to be of the utmost importance. These are the things that you must reference or exemplify in the interview if you are to set yourself apart from your competition. We'll show you how to find these in the video series.

m = multipliers

Multipliers act as the "icing on the cake" in your interview, or the supercharge or booster for each of your answers. Multipliers are tidbits of information that you can bring up in your interview that the interviewer is not expecting you to know. Generally speaking this would include things like special programs, initiatives or events, to name a few. The m acts as an exponent because it really increases your chance of being the Perfect Candidate exponentially! We'll also show you where to find these in the video component.

Working With Evernote

We here at Interview Master System Headquarters want to make this process as easy on you as possible. After all, we've been where you are today. We know how you feel. Going through the interview process can be taxing, both mentally and physically. You don't necessarily need to make it any more difficult than it already is!

In fact, why not make it easier? This is exactly what we are doing by incorporating the brilliant software Evernote into the entire system. According to their website, "Evernote makes it easy to remember things big and small from your everyday life using your computer, phone, tablet and the web." Sounds great, right? Well, it sounds even better when you replace the words "everyday life" with "job preparation".

Evernote allows us to "clip" information from anywhere on the internet and store it in one place. It is ridiculously easy to use, and literally makes the process of preparing for a job interview more enjoyable! Plus, if you have a smart phone or tablet, you will always have the relevant information with you on the go, meaning you can be studying and practicing for your interview at any time!

Imagine having all of your information, including Qualities and Multipliers, all conveniently stored in one place and in your "back pocket" whenever you need to reference them? This is exactly what Evernote is going to do for you.

Go to Evernote.com and sign up for an account, and then proceed to the Evernote video we have prepared for you. Similarly, there is lots of great support from Evernote themselves at http://evernote.com/getting_started/.

You will begin to instantly see the incredible value this software has to offer.

Now, we know that technology is not necessarily for everyone. Not to mention, some people just really like to write things down on a piece of paper. We've thought of you folks as well, so to make sure you are comfortable navigating through this system we have included the IMS Notepad for you to scribble down your notes. This will make sure that regardless of the way you like to prepare, you will be able to use the Interview Master System with ease!

Company Websites

Your company website is where you'll begin the "Explore & Identify" phase of the system. This is where you'll start gathering all your Qualities and Multipliers to build the Perfect Candidate.

Whether you are using Evernote or your IMS notepad you should look to discover at least 2 or 3 solid qualities from your company's website. Find out what your company or organization is looking for in their employees.

The first thing you'll want to do is head to the company's main web page. Once you're there you should look for a "link" to their career section if they have one.

Most companies will have a "careers" page or section of their website where all their job related info is found.

On top of that the company website usually acts as the hub for the company's other web properties.

If not don't panic. You can still find some great insight by exploring their main page. (plus you'll still be able to do some digging on all the other web properties we discuss later on in the process)

Let's take a look at some key things to look for when you are exploring your company website:

- Find career page/area (usually at the bottom of the page in "footer")
- Look for employee related content. This could include interviews, blogs, communities… (anything connected to employees usually provides great qualities & multipliers)
- Get an in depth idea of what services or products your company offers
- Look for events, programs, initiatives or any other interesting thing your company is highlighting on their site in order to use as multipliers.
- Keep an eye open for your company's mission statement or mandate.
- Also look for press releases and news items that you can use for multipliers.

Be sure to use Evernote to constantly clip the qualities & multipliers you find during your search. Don't worry if you find a bunch, you are in a info gathering stage. We'll show you how to use them in phase 2 of the system.

Facebook

Have you ever heard of Facebook? Our guess is that you have! You probably know all about finding and adding your friends, posting pictures, and watching videos. But what you might not know is that Facebook is an excellent source for finding the Qualities and Multipliers we so desperately need!

Just as you have a profile page, a company also as a profile page, typically called a Page or Fan Page. This is the organization's primary outlet for sharing information with their customers and clients, or for our purposes, prospective employees!

While a company's career page on their website is "all business" in terms of information and how it is presented, their Facebook Pages are generally more interactive and give you a first

hand look into the culture of the corporation. Similarly, by clicking "Like" on their page you then subscribe to their news feed and any other relevant information they might want to share!

Here are some of the key things to remember when exploring a company's Facebook Page:

- Sign up for an account if you haven't already.

- In the Search bar at the top, look for your company.

- Some companies will have a general fan page, but also a specific career fan page. Make sure you check first to make sure you end up on the career page if possible, because it will have more career-related information.

- When you find the page you are looking for, immediately click "Like". This will ensure you are receiving all of the company's posts in your news feed.

- Click the "about" button under the profile photo to the left hand side of the page. In this section you can find nice background information and links to the company's other web properties.

- Find your way back to the main page. There are two main features that you want to investigate. The timeline and the tabs. The timeline is a great place to find all of the postings that the company makes, usually containing valuable information or links to other pages that contain good insight (including videos, info about events and other relevant pages). Please watch our Facebook video to learn how best to find qualities and multipliers in the timeline.

- The tabs are another great place to mine for qualities and multipliers. They are located towards the top of the page, to the right of the "about" button we spoke about before. Each tab links to a different page, which the company will use to share information in a unique way. Quite often there are fully functioning websites that are operating inside a small Facebook window, which allows the company to utilize neat methods note normally used in Facebook. We will show you how to use these tabs to find what you need as well...please watch the Facebook video to learn how!

While you are inspecting Facebook, be sure to use Evernote (or the IMS Notepad) to record all of the Qualities and Multipliers you find, along with any other information you think is important to know for your interview. Please watch the Evernote video if you need a refresher on how to do this!

Linkedin

While Facebook is a great place to get a feel for a company's corporate culture, events, and other info not necessarily available on the company website, LinkedIn is a totally different experience.

Because LinkedIn is simply about the people, and not necessarily controlled and influenced by the company you are interviewing with. LinkedIn is an individual-based job search and networking site, which should be a vital part of your interview preparation.

This is because it allows you to connect with individuals, past and present, who have been associated with the company you are interviewing for. And if you don't know any of those people, someone you know just might! It's a fabulous way to connect with others to get more information and more importantly, find out what is a Perfect Candidate for this company.

Furthermore, companies still do have a presence in the LinkedIn world. They act as a hub to connect with prospective employees, because they share information much like the other web properties but more importantly, they show you who is connected to their company.

Use the following steps to get the most out of LinkedIn:

- Sign up for an account if you haven't already.

- In the search bar at the top, type in the company you are looking for. Like Facebook, you should always look for a career page.

- When you find the career page (or the regular page if they don't have a career page...quite often, "careers" is one of the tabs at the top of the page), click "follow". Also like Facebook, this will ensure that your feed is populated with updates from this company.

- Take a second to peruse the page. Take note of any good information in Evernote.

- Generally speaking, job postings are located down the right hand side. If you don't currently have a job or an interview lined up, this is a great place to start!

- The best place on LinkedIn to focus is the people. On the career page, look for the section (usually at the top or on the right hand side) that says "People Who Work at...". This will show you everyone who is employed by that company that has a LinkedIn profile. You can find people that work at the exact office you are applying to, or people that do the job you are applying for! Do you think they would be a good source of information? Yes! You need to have a history with someone to connect with them, but we know a few tricks! Watch the LinkedIn video to find the best way to connect with them.

- Groups are another useful place to connect with others on LinkedIn. Why? Because groups are made up of people who are like-minded, share interests, and work in the same (or similar) circles. Furthermore, members of the same group can freely contact each other. Search and join relevant groups to find qualities and multipliers that you can use to set yourself apart from your competitors!

Don't forget to record all of the information you find on LinkedIn directly into Evernote or your IMS Notebook and watch the video to learn the best way to navigate this valuable tool!

Glassdoor

Glassdoor is a fantastic resource that can really give you an incredibly unfair advantage over your competitors if you use it right. The great thing about Glassdoor is that it gives you "behind the scenes" access to your company.

Glassdoor gives you a very different angle than you've had so far using the other web properties. Everything the site provides is provided by actual employees and interviewees at real companies. So you get access to the opinions and experiences of real people at the various companies in their own words.

As always we're looking for Qualities & Multipliers but Glassdoor has a few extra things you'll want to be specifically on the lookout for:

1. **Specific Interview Questions asked at your company.** On the "Interviews" tab of your company's Glassdoor page look for people writing down the exact questions they were asked on their interview! Start with your exact position (ie project manager) and then expand out and study other questions from the same company in other job positions.

2. **Specific interview format & experiences for your company.** The great thing about Glassdoor is you can get a complete breakdown of **YOUR** upcoming interview process from someone who has already gone through it. In other words you can know beforehand what to expect and avoid

mistakes others have made. This is huge. Go through everyone else's comments on their interview experience at your company and find out the way your company interviews. (ie. How many people interview you, length of time before they follow up, type of atmosphere at interview, etc…)

Let's take a look at other great stuff to look for on Glassdoor:

- **Overview Tab:** Company description, employee reviews (how much they like working at the company), awards, news items, Facebook Connections (this is a cool feature that allows you to see who out of your Facebook friends has a connection to your company. A good way to possibly get an "in" before your interview or find out more on what the company specifically looks for in their employees.)
- **Salaries Tab:** Get salary information from the horse's mouth. These figures come from actual employees so they include a range. They cover various positions at the company. Great way to know beforehand what you should be shooting for if the salary question comes up.
- **Reviews Tab:** Employee reviews. This is the expanded area where all the company's employees leave reviews on their experience working at the company.
- **Interviews Tab:** This is where you'll be spending most of your time. This is where actual interviewees are writing down their experiences of interviewing at your specific company, at your specific position and possibly at your specific town (it could be the person who just got turned down a week before you walk in the door!).
  - o Take note of whether the person got a job offer at the top of their post. This will allow you to see if what they did got them the job or not. This way you can avoid any mistakes they made.

Remember to always be clipping or "noting" the important stuff you find!

Twitter

Twitter has been growing by leaps and bounds over the last few years, and companies are helping lead the charge everyday. Why? Because no medium allows information to be shared as quickly and easily as Twitter, and most companies today are using this feature to connect with job seekers everywhere.

There are two main benefits to using Twitter for interview preparation, and they are 1) having information delivered to you instantly from multiple sources in an organized fashion and 2) the ease for which you can connect (speak directly) to the company you are interviewing for.

Follow these steps to use twitter to the fullest for your job preparation:

- If you haven't already, sign up for an account.

- In the search bar at the top, enter the company you are interviewing for. As we mentioned before, always look for the career page. When you find the appropriate page, click "follow". All of the tweets made by the company will now populate your timeline, which will keep you updated quickly and easily.

- If you ever need to communicate or connect with the company, compose a tweet and begin with the "@" symbol followed by the twitter handle of the company. For example, if you wanted to ask something of McDonald's, you would tweet "@mcdonalds how many hamburgers do you sell each year?"

- You can search certain keywords or trends that are organized onto lists using "hashtags" or the "#" sign. If you put a hashtag into a tweet, it will add that tweet to a list of tweets that share the hashtag. This is a good way to see what people are saying about a particular topic in one place, without having to search around for it. For example, #accountexecutive would take you to a list of tweets that contain that term, which may be useful for your job search.

- In terms of qualities and multipliers, you will want to look for tweets that contain links to other pages, videos, audio or other mediums. Generally speaking, since there is a 140 character limit on each tweet, the best info is found by following a link to another page. For a more detailed explanation of how to use Twitter to find qualities and multipliers, please watch the Twitter video.

- Be sure to cross reference any individuals you found on LinkedIn to see if they have Twitter accounts, as you may be able to connect with them on Twitter if you are finding it more difficult on LinkedIn.

YouTube

YouTube needs no introduction but there is a specific way we use it in IMS that lets us harvest a ton of great Qualities and Multipliers.

The key thing to keep in mind on YouTube is that we are looking for YouTube "Channels". A company will house all of their video content on their channel.

Let's take a look at the key things to do on YouTube:

- Search for your company in the "channels" search box. (This is different than the main search box)
- Subscribe to your company's channel so you can stay up to date with their content.
- Try and find a "Careers" YouTube channel if they have one.
- On their Channel browse through their video "Playlists". These playlists will usually have all their videos nicely organized by theme for you.
- Once you find a video that looks promising take notes via your notepad or Evernote on the Qualities & Multipliers you find. Make note on the time within the video the good info can be found.
- Use the "Transcript" button under the video to quickly and easily search through the videos content.
- Create a "playlist" of videos if you're in a hurry and want to watch the videos later on.

We've found that some of the best info to be found on YouTube are both employee videos and company projects, programs and initiatives. These last three are great to use as Multipliers.

Phase 2 - Compile & Create

This is where we bring everything from phase 1 together in order to build the Perfect Candidate that will allow you to get the job.

Question & Answer Guide

Here's how it works: Now that you have all of your Qualities & Multipliers you're going to go through the Question & Answer guide in order to brush up on all the most common interview questions that are asked. You'll be able to look at all the answers we provide to understand just how each should be answered. However, unlike other "carbon copy" question & answer guides, we don't just throw you to the wolves by trying to fool you into thinking this is all you need to get the job. As you know by now you need to Tailor your interview to the specific company you're interviewing for and give Targeted answers to the questions that are asked.

In order to do this you need the next step in the process:

PC Generator

Now that you've gone through the Question & Answer guide you pretty well know exactly what questions you can expect to face on the hot seat. Now you need to prepare for them with everything you learned about your company in Phase 1. Here's how:

- Pull up your Evernote or your IMS Notepad and use the Qualities & Multipliers there to fill out the top questions you want to be prepared for (we've already filled out the most common ones). **NOTE:** You can be prepared as much as you want to be. You can prepare as many answers as you want. You can prepare in long form or in note form. This is key if you have a same day interview. However, the key thing to remember is to at least pull in a few Qualities and at least 1 Multiplier to wow them.

- Fill out in point form your success stories. Success stories are little examples from your past that you can use in your answers to highlight the Qualities you want to show in your answer. They are what you would use to answer Behavioral questions.

- You have 2 options when it comes to filling out your "PC Answer". You can fill them out long form, writing out exactly what you want to say or you can fill them out in point form with just the main points you want to hit in your answer. The option you choose should be based on your preference of learning and the time you want to devote to preparation.

- After you have your PC Generator filled out you need to use it to practice your answers. Practice them out loud so they flow naturally and don't sound too rehearsed.(This can be a benefit of filling out your answers in point form.) Obviously the more you practice the better you'll do **BUT** as we've been preaching throughout this course, **the secret is not in simply memorizing any old answer, the secret is in presenting yourself as THEIR Perfect Candidate.**

PC Blueprint

The best way to insure you're always on the right track in terms of presenting yourself as their Perfect Candidate is by literally bringing a cheat sheet into the interview room to make sure you're always on track. That's exactly what the PC Blueprint is all about. You'll have at your fingertips everything you **know** your company is looking for.

You're going to take everything you've learned about your company including what you came up with for the PC Generator and boil it down to bite sized chunks, in point form on the PC Blueprint. This will act as your road map in the interview.

Things to fill out on your PC Blueprint:

- Company/Interview details (ie. Company, date, time, position…)
- Qualities (those you found in Phase 1)
- Competitors (what other companies are in the same category.)
- News items (fresh info on your company. Can be used as multipliers or as small talk in order to show your passion)
- Personal success stories (stories from YOUR past you can use to highlight your strengths. These strengths should reflect the Qualities you've researched. These stories are in note form)
- Answers to trouble questions. (In note form. These will help you make sure you nail questions you could have trouble with if asked.)
- Multipliers to bring up. (These are the various tidbits you've uncovered in phase1. Use these with your answers to wow your interviewer.)
- Multiplier infused questions to ask. (Be ready to ask questions that highlight your passion and knowledge of the company with these little reminder notes.)

Remember, you are actually bringing this sheet in with you to the interview. This will be your lifeline if you ever get lost and will keep you on track. The PC Blueprint is a great tool to practice with as well before you head in to your interview.

"Night Before" Checklist

This checklist is simply a handy way of making sure you're fully prepared for your interview and are not forgetting anything.

You can download either the pdf version and print it out or you can download the Word one and actually "tick" off the boxes right on your computer!

Conclusion

Ok you are now ready for your interview! Remember, you are now an IMSer and therefore you have the IMS mindset which means you know that you have to present yourself as your company's Perfect Candidate using all the ammunition you have put together throughout this course. Practice your PC answers, bring your PC Blueprint into the interview room with you and you'll ace the interview!

Just remember it's not so much about you but about them…

Good luck! (not that you'll need it…)

~ Jeff & Mike